

THE BRAZILIAN TRADE IS WORTH GOING AFTER

Agent of R. G. Dun & Co. Tells
Richmond and the South of a
Great Opportunity.

FORM BUSINESS CONNECTIONS

Important Ports Serving Vast Territory
Wide Open to Merchants and
Manufacturers of This Country.
Want Virginia Products in Brazil.

It is probable that comparatively few realize as yet the enormous possibilities that Brazil presents as a buyer of the products of this country. That Richmond manufacturers and merchants, as well as those of other parts of Virginia and the South, should take advantage of the vast opportunities so plainly in evidence in that direction is clearly shown in an article written by the manager of R. G. Dun & Co.'s branch at Rio de Janeiro for the World's Markets, in which it is stated that during the first six months of 1917, Brazil's imports from all sources totaled \$164,820,018, of which the United States contributed \$168,210,664, as against \$141,654,322 during the same period of 1916.

PORTS THROUGH WHICH TO REACH GREAT TRADE

In trading with Brazil, it should be kept in mind that the port of Para, in the north, is some 2,500 miles from the port of Rio Grande do Sul; that the 18,000,000 inhabitants of Brazil are grouped about the various seaports, and that communication is principally by water, under coastwise navigation laws similar to those of the United States. Moreover, the cost of this system of communication has become so high that it is decidedly more advantageous for each section to import direct. This advantage in favor of direct importation means that the shipper abroad can consider that he has a direct connection established with the whole country when he has an agent or customer in one part only, but that he should endeavor to obtain agents in each of the principal distributing points.

The Federal capital, Rio de Janeiro, has the largest import movement, and its mercantile houses extend their sales throughout the whole country in the distribution of domestic produce and manufacture, and this distribution carries with it a certain amount of imported goods. It is, of course, understood that every foreign shipper will establish trade connections there if nowhere else. The second largest port of entry is Santos, which is the maritime gateway for the industrial city of Sao Paulo and adjacent regions. The city itself is very rich and progressive, and the exporter should make sure that his agent in Rio de Janeiro has a branch at Sao Paulo, otherwise he will neglect to cover a very important part of the Brazilian field. As to the southernmost state, Rio Grande do Sul, the present development of the rubber and sugar industries there, and the growth that will follow in cattle-raising, already well developed and prosperous, will make that section an increasingly valuable market for foreign goods.

PERAMBICO AND PARA ARE PORTS WORTH WHILE

Perambico, to the north of Rio de Janeiro, is the distributing port for a large section and, in addition to the wealthy cotton and sugar State of Pernambuco, has as its market the adjoining States of Alagoas, Parahyba, Ceara, Rio Grande do Norte and Ceara. This part of Brazil, from the point of view of the foreign shipper, is quite isolated from the other sections of the country—being distant some 500 miles by water from Rio de Janeiro—and must be considered as a distinct unit when seeking Brazilian trade.

Para, the most northerly port of importance, has in recent years developed many new commercial centers for foreign markets. It is, in fact, the center for the rubber trade, and merchants carry on a specialized form of trading that extends up the Amazon and its tributaries many hundreds of miles. Its foodstuffs and manufactured goods are largely imported, as local production is relatively small.

ESTABLISHING CONNECTIONS AND HOW TO DO IT

Representation varies with the class of goods to be marketed, and while it may not be possible for every shipper to obtain agents with the financial responsibility which would justify the issuing to them of powers of attorney to enable them to take over disputed shipments for resale, it is always possible to obtain selling agents of local experience and to place such powers with a local bank. Such banking arrangements can be made through the New York branch of a Brazilian banking-house or through a New York bank acting as correspondent for the local bank. There are many old-established banks in the cities mentioned which for years have been intimately connected with the local trade movement. Incorporation at present is at a minimum, but the establishing of connections now will be advantageous in order to be ready for the resumption of trade, which is likely to come before long. Appearance at this time indicate that Brazil will be in a better position to buy heavily as soon as trade conditions become more normal.

Connecting Link in Lee County.
JONESVILLE, VA., June 22.—Two and a half miles of macadam road are to be built in this Lee County between Sikeleyville and the South County line. The work will be commenced July 1, and finished as quickly as possible. This is to be a connecting link between good roads already built.

VIEWS AND NEAR VIEWS: HINTS AND SUGGESTIONS

Hoover's Little Salary—The Real War Kitchen—Linguistic Enrichments. Tobacco Trade—Ambulance Fund.

A Richmond man, recently sojourning in Cincinnati, noticed a sign in a shoe store which read as follows: "Take Elevator—Pay Cash—Carry It Home—Save 12¢."

One of the busiest and hardest worked men in the country receives from the United States Government a salary of \$12 a year, and his name is Herbert H. Hoover, Food Administrator. He wanted to serve without pay, but it is against the rules of Uncle Sam to accept free services and a nominal salary had to be named and accepted.

That peculiar cattle notice is still posted along the Southern Railway. It states that during twelve months 2,792 head of cattle, horses and sheep were killed by the trains. This is the equivalent of 1,000,000 pounds of food, and would be sufficient to feed 70,000 soldiers for thirty days. The suggestion is to "kill your cattle off the railway property."

A new style of kitchen is being provided for Pershing's army. It is built in various sizes, has capacity for cooking meals for a company or a regiment, and travels under its own power. Like the kitchens in the greatest modern hotels, it cooks entirely by steam, and will burn almost any kind of fuel. It makes possible the preparation of meals for 1,200 men in two and a half hours. Because of its mobility it is intended to serve, and keep close to the front, the men it is intended to feed. In all of their principal movements, nothing is said on that point, but one mobile kitchen of the railway construction period, it will strive to obtain caloric effects from a steam whistle in announcing that meals are ready.

It is stated by the Christian Science Monitor that the members of the French Academy began, some time ago, to record the peculiar expressions of the French in the Tominies in France. There is emerging already of course, a new war-French as well as a war-English, the latter of which has been considerably enriched by the advent of the United States soldiers. A linguistic junk one might call it. But is it? A dignified body like the Académie Française, which has the right of language, and it is doing, picking up, for one simple reason, at least, because many French expressions which were slang, pure and simple, in the Dictionary of the Academy, today in English or of French are to emerge, a few years, as a by-product of the war.

The Tobacco Trade Ambulance Fund is the newest movement in war work in America, says the Southern Tobacco Journal. The trade has been conspicuously energetic and successful in putting over every project having to do with winning the war, and it is going to add to its laurels in the new endeavor.

BANKERS APPEALED TO

Commercial Associations of North Carolina Mapped Out Work for Industrial and Agricultural Development.

HERNDON, N. C., June 22.—The North Carolina Association of Commercial Bankers, of which C. W. Roberts, of this city, is the secretary, at its recent annual meeting, adopted a preamble and resolution expressing realization of the need of a strong, State-wide organization to look after the development of the agricultural and industrial resources of the State and urging that the North Carolina Bankers' Association, composed of influential and substantial men, be organized to move forward with this organization by establishing a development department headed by a trained and competent man to work for the general development of the State as well as for the Bankers' Association, and also urging that a special committee be appointed on the subject. The Secretary's Association and its members tendered the suggested plan, and it was decided to send a copy of the resolution to every banker in the State. Secretary Roberts is now busy making the same.

OPPORTUNITY AT HAND TO GET GOOD HIGHWAYS

Motor Truck Transportation a War Necessity, and It's Dependent Upon Good Roads.

VIRGINIA MAY GET BLESSING

Uncle Sam Calls for Better Rural Transportation Facilities, and Will Help Make the Highways to Bear It—Golden Opportunity.

The highways transportation committee of the Council of National Defense has just issued bulletin No. 2, in which the establishment of rural motor express lines in the interest of the conservation of food and manpower, as well as the furnishing of regular, convenient and economic transportation to the rural sections of the country is urged. The necessity of the development of this transportation advantage to the country is emphasized, and suggestions on how and where to organize and operate rural express lines to give the greatest service to the community covered are offered in extenso.

MOTOR TRAFFIC ENTIRELY DEPENDENT ON GOOD ROADS

The Manufacturers' Record, in reviewing bulletin No. 2, takes advantage of the opportunity to remind the Council of National Defense and the government that the motor truck is absolutely dependent on good roads, and goes on to say:

"All the urging and commendation of motor truck usage by all the government departments avail nothing if the highways are unimproved, or if through lack of repairs the roads become impassable. In the face of the fact that this country must increase its transportation facilities and of the recognition that the motor truck is a vital factor in supplementing rail transportation, in conserving time, labor and food, the government for a time embargoed highway materials and discouraged road construction and maintenance, and even to-day hampers road work by car restrictions and increased freight rates that make some highway materials prohibitive on account of cost, when it ought to be urging and aiding in the improvement of highways and maintenance of those built that the motor truck be given a foundation on which it can operate not only efficiently, but to operate at all."

"Improved highways all over the country, and especially those that have borne the burden of through traffic for the government, are badly in need of repair, and the government should do all in its power to hasten the work of reconstruction before wear utterly destroys them."

WHY THE TRUCK MUST COME INTO USE

But, going back to bulletin No. 2, in reviewing the need for additional transportation facilities, the Council of National Defense states that the transportation burden of the railways and highways of the country has been tremendously increased by the war, and it is absolutely necessary to utilize our facilities to the maximum and to extend the use of highways by the more efficient use of motor vehicles or terminals where congestion of traffic is likely to occur. The motor truck can help the railroad by reducing the short haul load, and also act as a feeder line in sections far removed from market.

Approval of the more extensive use of motor trucks has been given by the United States food administration through Mr. Hoover when he said: "The development of the rural motor express idea, in my opinion, is in the line of progress and should redound to the benefit of the producer, the consumer and the railroad. This means of transportation should facilitate delivery, conserve labor, conserve foodstuffs and should effect delivery of food in better condition."

VIRGINIA HAS THE OPPORTUNITY OF A LIFETIME

The United States Department of Labor also urges the adoption of the motor truck transportation facilities, and the Department of Agriculture is investigating the efficiency of motor truck transportation in the marketing of farm produce.

Now is undoubtedly the time to get good roads all over Virginia. No State in the Union does the government need them more and the government will undoubtedly help to make them if the people will do their part. Good roads, made after the plans of the government, will be lasting, and it is now in the power of Virginia to

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make good roads for all time a blessing that will come to us from the war.

WEST VIRGINIA NOTES

Industrial Activities All About in the
Hazy Mountain State—New Factories All About.

The Wyoming Water and Light Company has been organized and incorporated at Mullens with \$50,000 capital stock to build water works and an electric light plant at that place. Charleston parties have incorporated the Nitro Amusement Company to build and operate a theater at the government munition factory town of Nitro. The James Maher Pipe, Tongs and Wrench Company is the long name of a \$100,000 company just incorporated to manufacture various kinds of tools at Wheeling.

The Ideal Window Glass Company is rapidly rebuilding its plant at West Union that was recently destroyed by fire at a loss of \$40,000.

A hospital to cost \$15,000 is soon to be built at Mullens by Dr. W. H. Wallingford. It is to be a ten-room building.

The Offutt-Morgan Lumber Company has been incorporated with \$100,000 capital stock to do business at Huntington.

The Wheeling Pulverizing Company has been incorporated at Wheeling with \$25,000 capital stock to engage in the business of pulverizing minerals.

The Midas Gas and Oil Company, with \$500,000 of capital stock, has been organized at Huntington. The new company has purchased 1,700 acres of gas and oil land and leased about 7,000 more, all of which will be developed at once.

HELPING SHORT LINES

Director General of Railroads Takes Time to Figure It Out But Aid Will Come.

WASHINGTON, D. C., June 22.—The director-general of railroads has applied to Congress to extend the time within which short-line railroads may be taken over by the government until January 1 next, and it is understood that this will be done. The date previously fixed was July 1, but counsel for the railroad administration stated that the rate of compensation for the short lines could not be worked out within the present time limit, owing to many details which had to be considered before their hearing on the subject.

Not in Danville, but Richmond.

DANVILLE, VA., June 22.—The statement in last Sunday's Times-Dispatch that R. L. Dibrell had contracted to have "one of his handsome residences" in this city converted into an apartment house is a slight error. Mr. Dibrell has no idea of changing his property here in the manner indicated, but he happens to be the owner of a residence in Richmond, No. 12 East Main Street, and he is having that property overhauled and changed into a flat or apartment house.

SUGAR BEETS IN CAROLINA GOOD IN MOUNTAIN LANDS

Campaign on to Make Old North State
Sugar Producing on a
Large Scale.

A Raleigh special to the Manufacturers' Record says: North Carolina is now taking up actively the production of the sugar beet. Investigations which have been under way for some months in the high mountain counties of Every, Ashe, Buncombe, Burke, McDowell, Mitchell, Watauga and Yancey are now finished, and show that in these counties beets with a large sugar content can be produced. To 300 of these farmers sugar beet seed have been distributed and have been carefully planted. The planters show much interest and have pledged their aid in the movement, which is primarily designed to aid in relieving the present sugar shortage.

Not only is the sugar beet valuable as a sugar producer, but it also yields an excellent syrup for household use, the process of manufacture being extremely simple and the only equipment necessary being found in almost every home on a farm. So the beet thus serves a double purpose. Mr. M. W. Hensel, an expert in the sugar-beet industry, is now in the mountain zone referred to, having been specially detailed for this work in North Carolina by the United States Bureau of Plant Industry.

Mr. Hensel also proposes to carry on a campaign to largely increase North Carolina's acreage in sorghum cane. He will give demonstrations to show farmers how to get the greatest and the best grades of syrup from sorghum cane and also from sugar beets. Sorghum can be grown practically everywhere in the State, while the sugar-beet area is limited to the high mountain district.

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SOUTH'S PEACH ORCHARD

Is Feeding the Nation This Year
on the Very Best of
Fruit.

If adequate transportation facilities are provided by the railroad administration, the commercial peach crop of the South this year, according to June 1 forecast by the Agricultural Department, will add to the food supply of the country, mainly the North and West, about 14,000 carloads of food. This is 26 per cent of the estimated commercial peach crop of the whole country.

While the production of peaches in the South this year is about 11 per cent more than the production of 5,177,000 bushels, or about 13,400 cars, in 1917, the rest of the country outside of the South has a decrease in its commercial peach crop of about 33 per cent compared with last year's production. The forecast for the 1918 commercial peach crop for the United States is 21,270,000 bushels, compared with the final production in 1917 of 29,912,000 bushels.

Georgia shipped 1036 cars of early peaches in May, which greatly exceeded

all estimates. It is now estimated that the commercial crop harvested from June 1 until the close of the season will approximate 7176 cars, or a total of 8182 cars for the season, the largest commercial peach crop ever produced in any State, with the exception of California.

The above estimates will doubtless have to be enlarged when the Virginia and North Carolina orchards begin to unload and ship.

Capacity of Mills Over Doubled.
LANDIS, N. C., June 22.—All contracts have been awarded for the 6,000-spindle addition to the plant of the Linn Cotton Mills Company at this place. The company recently increased its capital stock from \$100,000 to \$250,000 for the purpose of enlarging the plant and more than doubling the output of the mills. The new building will cost over \$20,000, and the machinery to be installed, which has been contracted for, will cost nearly \$100,000.

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Dr. T. M. Johnson	Members New York Consolidated Stock Exchange
B. E. Guibert, of Hemmings & Guibert	Cashier American Tobacco Company
T. C. Durham	President Hunter & Trim, New York
Edward Leach	President Chas. A. Cowen Co., Builders
William M. Croxton	Formerly of M. Hemmings & Sons Silk Co.
Louis M. Hemmings	Prominent Oil Operator & General Merchant, Tampico, Mexico
Antonio Chabrand	

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AN EMPIRE OF WEALTH

MEXICO is the world's greatest empire of petroleum wealth. The greatest oil companies in the world are actively operating in the Tampico fields, including Standard Oil, Royal Dutch-Shell, Lord Cowdry and his associates, and the Mexican Petroleum Co., the last-named company controlling the largest supply of fuel oil in the world.

Where a single well actually yields more oil in thirty days than all the hundreds of wells in all of the various fields in Wyoming produce in an entire year, and where a single operating company is able to actually accumulate in its storage tanks within a comparatively short period ten times as much oil as the aggregate annual yield of all the oil wells in Kentucky, it is indeed difficult for the ordinary human mind to conceive the marvelous volume of petroleum wealth that is flowing from the gushers in the Tampico fields.

PROSPECTS FOR EARLY DIVIDENDS

The Camalote well of the Mexican Producing and Refining Company alone has a productive capacity in excess of one million, five hundred thousand barrels annually, which indicates the ability of the company to pay substantial dividends in the almost immediate future, without interfering with the development of its large property holdings or the establishment of a sound operating cash reserve.

PRESIDENT DE MOSSIN'S STATEMENT

"The Mexican Producing and Refining Company operates a large acreage of carefully chosen oil lands in the Tuxpan and Panuco fields of the famous Tampico district of Mexico. Every tract was selected after the most thorough expert examination, in which I personally participated, in company with Mr. Finn de Dekam, formerly of the Cerro de Pasco Copper Company, and other eminent engineers, drillers and practical oil operators.

"Our company is established upon a producing basis through its Camalote well, which is showing approximately 4,200 barrels a day. The company has rights of way for two pipe lines to the river. One pipe is already completed and work upon the other is under way. The company can market every barrel of oil it can produce on profitable terms.

"I feel that our company has every potentiality, through the development of resources in becoming one of the great factors in the oil industry in Mexico. It should be able to go upon a dividend basis at the rate of one per cent, a month or twelve per cent, annually in the almost immediate future and this rate of disbursement should be largely increased as development work proceeds.

"I can say in all sincerity that in placing before your clients an opportunity to acquire shares in our company, I am fully convinced that you are offering them an unusual opportunity for large profits through the early advance in the market value of the shares."

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